

10 ways to drive online payments

When residents pay electronically, your company gets paid faster and can spend less time on administrative tasks. Here are 10 easy ways to increase the number of online payments you receive.

1 At move in:
Inform residents about their payment options early on! Include a brochure about online payments or an AutoPay enrollment form in any new resident packets.



2 Website:
Visibly promote online payments on your website. Use "Pay Online" buttons placed above the fold to increase awareness and optimize for viewing on various devices.



3 Drop or not:
It's up to you how visible you want to make the drop box! If you do keep it around, add signage promoting online payments and incentivize residents with a contest for making payments online.



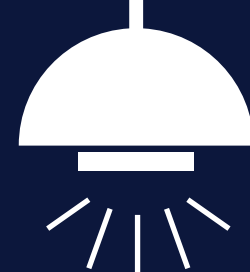
4 Training:
Properly train and educate staff about using your online payment portal. Require new staff members to attend training webinars hosted by your payments provider. Or create a short on-demand webinar that can be viewed by staff as part of onboarding process



5 Convenience:
Don't forget to point out the obvious - that with online payments, residents can pay anytime, anywhere that is convenient for them. And they can avoid late fees by setting up recurring payments.



6 Help them pay:
Make sure that if you offer online payments you also offer a point of payment location for residents without computers. It can be as simple as an iPad kiosk in the lobby, or as complicated as a full business center with computers, printers, and more.



7 Fees vs free:
Incur the transaction fees on behalf of residents. Residents are far more inclined to use a service they don't have to pay for. Plus, incurring the fee costs less than processing a paper payment!



8 Email reminders:
Email residents a few days before payments are due reminding them they can pay online. Zego has found email marketing to be the most successful and cost effective way to increase utilization.

9 Contests:
Motivate your property managers and leasing professionals to promote online payments to residents. Award a prize to any staff member who receives the highest percentage of digital payments during a certain time frame.

10 Cash is king:
Give residents an incentive to sign up for recurring payments. Anything from a gas card to a \$15 Starbucks gift card are good motivators.



Contact Zego for your custom analysis and complimentary ROI report.

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